

# **Japan Laundry Detergent Market Segmented, By Product Type (Powder, Liquid, Gel, Pods), By End User (Residential, Commercial), By Distribution Channel (Supermarket & Hypermarket, Convenience Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

<https://marketpublishers.com/r/J4F336A3B115EN.html>

Date: June 2025

Pages: 82

Price: US\$ 3,500.00 (Single User License)

ID: J4F336A3B115EN

## **Abstracts**

### **Market Overview**

The Japan Laundry Detergent Market was valued at USD 3.41 billion in 2024 and is projected to grow to USD 4.98 billion by 2030, registering a CAGR of 6.52%. Growing consumer awareness about hygiene, especially in the post-pandemic period, is fueling demand for laundry detergents that offer superior cleaning, antibacterial properties, and fabric care. Environmental consciousness is also a strong driver, with consumers increasingly opting for biodegradable and eco-friendly formulations. Technological advancements have enabled the development of detergents that cater to sensitive skin, provide long-lasting fragrances, and enhance user convenience. Urbanization and fast-paced lifestyles are shifting preferences toward compact and easy-to-use formats like concentrated liquids and single-dose pods. Additionally, rising disposable incomes are encouraging consumers to invest in premium detergents that offer added benefits such as odor control and multifunctionality. These factors collectively contribute to the robust and evolving landscape of the Japan laundry detergent market.

### **Key Market Drivers**

Increasing Demand for Biodegradable & Eco-Friendly Laundry Detergent

Environmental concerns are significantly influencing consumer preferences in Japan's laundry detergent market, leading to increased demand for biodegradable and eco-friendly products. Consumers are prioritizing sustainability, seeking formulations made with plant-based ingredients and natural enzymes, packaged in recyclable or minimal-plastic containers. These choices are motivated by growing awareness of the environmental impact of conventional detergents on aquatic ecosystems and landfill waste. In response, manufacturers are innovating with green formulations that maintain cleaning performance while aligning with eco-conscious values. The Japanese government's environmental initiatives, including green procurement policies and awareness campaigns, further reinforce this trend. These measures position Japan as a leader in sustainable consumer practices and stimulate growth in the eco-friendly segment of the detergent market.

## **Key Market Challenges**

### Supply Chain Complexities

Japan's laundry detergent market faces notable supply chain challenges, especially due to its reliance on diverse raw materials like surfactants, specialty chemicals, and packaging—all of which may be sourced internationally. Disruptions in global logistics, geopolitical events, and raw material shortages can delay production and increase input costs. Strict regulatory standards in Japan concerning product safety and environmental compliance further complicate supply chain management. Moreover, sourcing sustainable materials for eco-friendly products introduces additional complexity and cost considerations. The need for rapid innovation and product rollouts also places pressure on supply chains to be flexible and responsive. Manufacturers must therefore invest in robust supply chain strategies to mitigate risks and ensure consistent product availability at competitive prices.

## **Key Market Trends**

### Rising Popularity of Convenient Single-Dose Pods

Single-dose laundry detergent pods are rapidly gaining popularity in Japan, driven by their convenience, efficiency, and compact design. These pods appeal to urban consumers with limited space and busy schedules, offering a mess-free, pre-measured alternative to traditional powders and liquids. Multi-compartment pods that combine detergent, fabric softener, and stain remover in one unit are especially in demand. The trend also aligns with Japan's sustainability goals, as many brands now offer pods with

biodegradable ingredients and recyclable packaging. This format simplifies the laundry process while addressing consumer preferences for efficiency and environmental responsibility, positioning pods as a key growth area in the Japanese market.

### **Key Market Players**

Lion Corporation

Kao Corporation

The Procter & Gamble Company

Unilever Japan Group

Henkel AG & Co. KGaA

Amway Corporation

Saraya.Co.Ltd

NS FaFa Japan Co., Ltd

Pigeon Corporation

The Unscented Company

### **Report Scope:**

In this report, the Japan Laundry Detergent Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Japan Laundry Detergent Market, By Product Type:

Powder

Liquid

Gel

Pods

Japan Laundry Detergent Market, By End User:

Residential

Commercial

Japan Laundry Detergent Market, By Distribution Channel:

Supermarket & Hypermarket

Convenience Stores

Online

Others

Japan Laundry Detergent Market, By Region:

Hokkaido & Tohoku

Chubu

Chugoku

Kyushu

Rest of Japan

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies presents in the Japan Laundry Detergent Market.

## **Available Customizations:**

*Japan Laundry Detergent Market Segmented, By Product Type (Powder, Liquid, Gel, Pods), By End User (Residentia...*

Japan Laundry Detergent Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### **Company Information**

Detailed analysis and profiling of additional market players (up to five).

## Contents

### **1. INTRODUCTION**

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

### **4. VOICE OF CUSTOMER**

- 4.1. Brand Awareness
- 4.2. Factor Influencing Availing Decision

### **5. JAPAN LAUNDRY DETERGENT MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value

## 5.2. Market Share & Forecast

5.2.1. By Product Type (Powder, Liquid, Gel, Pods)

5.2.2. By End User (Residential, Commercial)

5.2.3. By Distribution Channel Supermarket & Hypermarket, Convenience Stores, Online, Others)

5.2.4. By Region

5.2.5. By Company (2024)

## 5.3. Market Map

# 6. JAPAN POWDER LAUNDRY DETERGENT MARKET OUTLOOK

## 6.1. Market Size & Forecast

6.1.1. By Value

## 6.2. Market Share & Forecast

6.2.1. By End User

6.2.2. By Distribution Channel

# 7. JAPAN LIQUID LAUNDRY DETERGENT MARKET OUTLOOK

## 7.1. Market Size & Forecast

7.1.1. By Value

## 7.2. Market Share & Forecast

7.2.1. By End User

7.2.2. By Distribution Channel

# 8. JAPAN GEL LAUNDRY DETERGENT MARKET OUTLOOK

## 8.1. Market Size & Forecast

8.1.1. By Value

## 8.2. Market Share & Forecast

8.2.1. By End User

8.2.2. By Distribution Channel

# 9. JAPAN PODS LAUNDRY DETERGENT MARKET OUTLOOK

## 9.1. Market Size & Forecast

9.1.1. By Value

## 9.2. Market Share & Forecast

9.2.1. By End User

9.2.2. By Distribution Channel

## **10. MARKET DYNAMICS**

10.1. Drivers

10.2. Challenges

## **11. MARKET TRENDS & DEVELOPMENTS**

11.1. Merger & Acquisition (If Any)

11.2. Product Launches (If Any)

11.3. Recent Developments

## **12. PORTERS FIVE FORCES ANALYSIS**

12.1. Competition in the Industry

12.2. Potential of New Entrants

12.3. Power of Suppliers

12.4. Power of Customers

12.5. Threat of Substitute Products

## **13. JAPAN ECONOMIC PROFILE**

## **14. POLICY & REGULATORY LANDSCAPE**

## **15. COMPETITIVE LANDSCAPE**

15.1. Company Profiles

15.1.1. Lion Corporation

15.1.1.1. Business Overview

15.1.1.2. Company Snapshot

15.1.1.3. Products & Services

15.1.1.4. Financials (As Per Availability)

15.1.1.5. Key Market Focus & Geographical Presence

15.1.1.6. Recent Developments

15.1.1.7. Key Management Personnel

15.1.2. Kao Corporation

15.1.3. The Procter & Gamble Company

15.1.4. Unilever Japan Group

- 15.1.5. Henkel AG & Co. KGaA
- 15.1.6. Amway Corporation
- 15.1.7. Saraya.Co.Ltd
- 15.1.8. NS FaFa Japan Co., Ltd
- 15.1.9. Pigeon Corporation
- 15.1.10. The Unscented Company

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**

## I would like to order

Product name: Japan Laundry Detergent Market Segmented, By Product Type (Powder, Liquid, Gel, Pods), By End User (Residential, Commercial), By Distribution Channel (Supermarket & Hypermarket, Convenience Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/J4F336A3B115EN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/J4F336A3B115EN.html>